



EXPRESS MAIL NO. EV 380 863 717 US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Yasnovsky et al.

Confirmation No.: 5781

Serial No.: 10/700,837

Art Unit: 3622

Filed: November 3, 2003

Examiner: To be assigned

For: SELF-SERVICE PLATFORM
FOR SELLING ADVERTISING

Attorney Docket No: 649388-999004
(formerly 23867-08200)

FEE TRANSMITTAL SHEET

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The fee required to be filed with the accompanying amendment of even date herewith concerning the above-identified application has been estimated to be \$0.00.

The claim amendment fee has been estimated as shown below:

(Col. 1)		(Col. 2)		(Col. 3)		<input type="checkbox"/> SMALL ENTITY		<input checked="" type="checkbox"/> OTHER THAN A SMALL ENTITY	
CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NO. PREVIOUSLY PAID		PRESENT EXTRA		RATE		ADDIT. FEE	
TOTAL	46	MINUS	48	0	x 9	\$		x 18	\$ 0.00
INDEP.	3	MINUS	4	0	x 43	\$		x 86	\$ 0.00
<input type="checkbox"/> FIRST PRESENTATION OF MULTIPLE DEP. CLAIM						\$		\$	0.00
TOTAL						\$	OR	TOTAL	\$ 0.00

No fee is believed to be required in connection with this amendment. Should the Commissioner for Patents determine otherwise, please charge the required fee to Jones Day Deposit Account No. 50-3013. A copy of this sheet is enclosed.

Date: August 2, 2004

Respectfully submitted,

Brett Lovejoy
Brett Lovejoy
JONES DAY
222 East 41st Street
New York, New York 10017
(212) 326-3939

42,813
(Reg. No.)

Enclosure



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SELLING ADVERTISINGAttorney Docket No.: 649388-999004
(formerly 23867-08200)**PRELIMINARY AMENDMENT UNDER 37 C.F.R. § 1.115**Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Please amend the above-identified application as follows.

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.**Formal Drawings** (42 Sheets consisting of Figs. 1 to 19) are attached as Exhibit A, beginning on page 13 of this paper.**Remarks** begin on page 12 of this paper.